

FILE  
July 17, 1961

# fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 14, 1961</u>			
Thursday July 13 8:15 A.M. Breakfast	FALL FASHION FILM FOR THE PRESS International Ladies' Garment Workers' Union will invite the out-of-town and local press to a showing of a Fall fashion film. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL LADIES' GARMENT WORKERS' UNION (Auxiliary Member, N.Y.C.G.)	HOTEL PIERRE BALLROOM
Thursday July 13 9:30 A.M.- 7:00 P.M.	OPEN HOUSE FOR VISITING PRESS Coro will invite the press to an open house reception featuring a display of Fall jewelry by Coro, Vendome and Francois. By invitation. Publicity: Vera Haggerty at Charles Jay Assoc., MU. 7-5757.	CORO, INC. (47 WEST 34TH STREET)	SAVOY-HILTON HOTEL WILLIAMSBURG SUITE
Thursday July 13 10:00 A.M.	PREVIEW OF FALL MILLINERY COLLECTION Preview for press and buyers of Fall hats by William J. (Note new address.) By invitation. Contact: CI. 5-8956.	WILLIAM J.	CARNEGIE HALL 7TH AVE. & 56 ST. (10 FL)
Thursday July 13 10:00 A.M.	PRESS PREVIEW: MID- SUMMER FURNITURE Gimbels' preview of Mid-Summer furniture for the press. By invitation. (Release date, Mon., July 17.) Publicity: Margot Infantino, IO. 4-3300.	GIMBELS	9TH FLOOR
Thursday July 13 12:15 P.M. Luncheon	HAIRSTYLES AND COLORINGS FOR FALL The Clairol Institute (Auxiliary Member, N.Y.C.G.) will present hair-styles and haircolorings for Fall, by New York's leading hair fashion designers; also a report on new Clairol products. By invitation. Publicity: Terry Grimes Russell, PL. 7-4300.	CLAIROL INCORPORATED (666 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday July 13 5:30 P.M. Cocktails	PREVIEW OF HAIRSTYLES, HATS AND FASHIONS Lilly Dache (Auxiliary Member, N.Y.C.G.) showing of hairstyles, hats and fashions. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	EL MOROCCO 307 EAST 54TH STREET
Thursday July 13 6:30 P.M. Dinner- Dance	PRESS PREVIEW OF FASHIONS AND FABRICS Woolens and Worsteds of America (Auxiliary Member, N.Y.C.G.) fashion show and dinner dance under the stars. Introducing new developments in fabrics by Dept. of Agriculture. WAWA members will be hosts as "Ambassadors of Good Wool." (Bus service available.) By invitation. Contact: Dolly Martin, PL. 2-7732.	WOOLENS & WORSTEDS OF AMERICA	FASHION INSTITUTE OF TECHNOLOGY-227 W. 27
Friday July 14 5:30 P.M. Cocktails	FUR PREVIEW FOR OUT-OF-TOWN PRESS Showing of Ritter Brothers (Auxiliary Member, N.Y.C.G.) fur fashions to the visiting press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PIERRE BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday	COUTURE OPENINGS	CENTRO DI FIRENZE	FLORENCE
July 15-	IN FLORENCE	PER LA MODA ITALIANA	ITALY
July 20	<u>July 15:</u> Millinery Show. Sportswear & Boutique: Celli, Camisene; De Simone; Aida; Naka; Paola Nucci; Laura Aponte; Glans; Scarabocchio; Baldini; Valditvere; Falconetto; Avagolf; Myricae; Vito; Avolio; Bertoli; Mirsa. <u>July 16:</u> Sportswear & Boutique: Antonelli Sport; Simonetta Sport; Galitzine Boutique; Barentzen's Bazaar; Veneziani Sport; Marucelli Boutique; Fabiani Boutique. High Fashion: Emilio Pucci; Enzo; De Barentzen. South African Persian Lamb by Italian Furriers. <u>July 17:</u> High Fashion: Marucelli; Carosa; Guidi; Veneziani; Brioni's men's fashions. <u>July 18:</u> High Fashion: Capucci; Galitzine; Simonetta; Fabiani. <u>July 19:</u> High Fashion: Antonelli; Schuberth; Mingolini-Gugenheim; De Luca. <u>July 20:</u> High Fashion: Palloni; Bellenghi; Lancetti. Contact: G.B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.		

WEEK BEGINNING MONDAY, JULY 17, 1961

July 17 GIMBELS' RELEASE DATE--Midsummer furniture (Press Preview on July 13)

July 17 OHRBACH'S RELEASE DATE--Imported wool knits for Fall.

July 17 LORD & TAYLOR'S RELEASE DATE--College collection. (No show.)

Monday PRESS PREVIEW: JULY ABRAHAM & STRAUS 6TH FLOOR

July 17 FURNITURE SHOWING (BROOKLYN) SPECIAL EVENTS OFFICE

10:00 A.M. "Color Cues for Modern"--showing of model rooms and vignettes. By invitation. Contact: Judy Jankowitz, TR. 5-7200, Ext. 662.

Tuesday	COUTURE OPENINGS	INCORPORATED SOCIETY	LONDON,
July 18-	IN LONDON	OF LONDON DESIGNERS	ENGLAND
July 21	<u>July 18:</u> Creed. <u>July 19:</u> Mattli; Hardy Amies; Cavanagh; Lachasse. <u>July 20:</u> Michael; Steibel; Hartnell; Paterson; Michael Sherard; Hartnell (2nd showing); Paterson (2nd showing). <u>July 21:</u> Cavanagh (2nd showing); Hardy Amies (2nd showing); Angele Delanghe; Steibel (2nd showing). Contact: Lady Joubert, 315 Regent Street, London W.1.		

Tuesday HOLIDAY-CRUISE JEAN-MICHEL 550 SEVENTH AVENUE

July 18 FRENCH IMPORTS SHOWROOM - 18TH FLOOR

9:00 A.M. Gino Paoli presents Jean-Michel styling of French imported dresses and separates for Holiday and Cruisewear. Show at 9:30 A.M. For press and buyers, by invitation. Contact: Nancy Weinrib, CH. 4-0556.

Tuesday PRESS PREVIEW: MAURER SAKS-34TH 491 SEVENTH AVENUE

July 18 FALL BRIDAL FASHIONS MAURER SHOWROOM

9:15 A.M. Saks-34th will preview their Fall Maurer Bridal collection to the press. By invitation. Customer showings July 18 and 19 at 6:30 P.M., Bridal Salon, 5th floor. By admission ticket only. Contact: LA. 4-7000. Ext. 368. Publicity: Maurice W. Rybeck, LA. 4-7000.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 18 5:00 P.M. Champagne	PREMIERE SHOWING: FALL FASHIONS IN CALIFORNIA First showing in California of daytime, cocktail and evening fashions, designed by Rivero y Mojena. By invitation. Contact in L.A.: Peggy Cantor, DUNKIRK, 2-7171. Publicity: Peggy Cantor Assoc., MU. 9-8542.	RIVERO Y MOJENA	SHERATON-WEST HOTEL LOS ANGELES, CAL.
Wednesday July 19 9:30 A.M. Breakfast	PRESS PREVIEW: MID-SUMMER FURNITURE Press breakfast followed by preview of midsummer furniture. By invitation. ( <u>Release date Fri., July 21.</u> ) Publicity: Reni Kuhn, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday July 20 10:00 A.M. Coffee	PRESS PREVIEW: COLLEGE AND CAREER COLLECTIONS Press preview of Gimbels' college and career fashions. ( <u>Release date, Mon., July 24.</u> ) By invitation. Publicity: Margot Infantino, IO. 4-3300.	GIMBELS	4TH FLOOR BRIDAL SALON
July 21	MACY'S RELEASE DATE--Press Preview of midsummer furniture. (See above.)		
Friday July 21 10:00 A.M. Breakfast	PRESS PREVIEW: FALL-WINTER FUR FASHIONS Arnold Constable will preview their Fall-Winter fur fashions to the press. ( <u>For release Tues., July 25.</u> ) By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR
July 24	GIMBELS' RELEASE DATE--College fashions. Preview July 20. (See above.)		
July 25	MACY'S RELEASE DATE--College collection. (No Show.)		
July 25	ARNOLD CONSTABLE'S RELEASE DATE--Fur fashions. Preview July 21. (See above.)		
Tuesday July 25 9:00 A.M. Breakfast	ITALIAN RESORT AND HOLIDAY COLLECTION "Sicilia"--preview of Resort and Holiday collection of Italian imports. For press and buyers, by invitation. ( <u>Note Change Of Time.</u> ) Show at 9:30 A.M. Publicity: Terry V. Seymour, PL. 7-9170 or Reggie Riccardi, JU. 6-6217.	GINO PAOLI	1407 BROADWAY SHOWROOM - 37TH FLOOR
Tuesday July 25 10:00 A.M. Breakfast	PREVIEW: COLLEGE AND CAREER COLLECTION Stern's will preview their college and career collection for the press. By invitation. Publicity: Mildred Collins, IO. 5-7960.	STERN'S	3RD FLOOR COLLEGE SHOP
Thursday July 27 9:30 A.M. Coffee	PRESS PREVIEW: COLLEGE AND CAREER COLLECTION Ohrbach's collection of college and career fashions for the press. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR
July 31	SAKS FIFTH AVENUE-RELEASE DATE--Back-to-college fashions. (No Show.)		
July 31	LORD & TAYLOR'S COLLEGE SHOP OPENING. Publ.: Gloria Carr, WI. 7-3300.		
Monday July 31 10:00 A.M. Coffee	PREVIEW OF COLLEGE AND CAREER FASHIONS Press preview of Arnold Constable's college and career fashions. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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FALL OPENINGS -- CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE-PARIS, FRANCE  
Press release date, August 29.

Monday, July 24:

10:00 A.M.	Gres.
11:45 A.M.	Maggy Rouff; Raphael Lopez; Irmone.
2:15 P.M.	Jean Patou.
5:00 P.M.	Pierre Cardin.
9:00 P.M.	Jacques Esterel.

Tuesday, July 25:

10:00 A.M.	Balmain.
12:30 P.M.	Michel Goma.
2:15 P.M.	Jacques Griffe; Louis Feraud.
5:00 P.M.	Nina Ricci.

Wednesday, July 26:

9:45 A.M.	Jacques Heim.
11:15 A.M.	Guy Laroche.
12:30 P.M.	Michel Therouanne.
2:15 P.M.	Madeleine De Rauch.
2:30 P.M.	Irene Dana.
5:00 P.M.	Hermes; Serge Matta.
9:00 P.M.	Carven.

Thursday, July 27:

9:45 A.M.	Christian Dior.
10:00 A.M.	Charles Montaigne.
3:30 P.M.	Bob Bugnand; Jeanne Fardeau; Lola Prusac.
5:00 P.M.	Claude Riviere; Renee Lise; Anny Blatt.
9:00 P.M.	Bernard Sagardoy.

Friday, July 28:

10:00 A.M.	Revillon.
11:00 A.M.	Suzanne Baron.
12:30 P.M.	Maurice Roger; Jacqueline Godard.
2:15 P.M.	Lanvin-Castillo.
3:30 P.M.	Chanel.
5:00 P.M.	Ferreras; Monique D'Estrill; Regine Lutece.

Monday, July 31:

3:00 P.M.	Givenchy (Buyers).
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Tuesday, August 1:

11:00 A.M.	Balenciaga (Buyers).
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Wednesday, August 9:

2:30 P.M.	Valentine Bourgade.
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Contact: Chambre Syndicale, 102 Rue du Faubourg, St. Honore, Paris.

Tuesday	PRESS PREVIEW OF	ABRAHAM & STRAUS	4TH FLOOR
August 1	COLLEGE COLLECTION	(BROOKLYN)	JUNIOR SIZE CENTER
9:30 A.M.	Abraham & Straus will preview their college collection for the press.		
Breakfast	By invitation. (College shop will open on August 4.) Publicity: Eileen Goldburg, TR. 5-0195.		

Tuesday	COLOR LEADERSHIP	DEERING MILLIKEN, INC.:	1045 SIXTH AVENUE
August 1	BY MILLIKEN	MILLIKEN WOOLENS, INC.	SHOWROOM - 4TH FLOOR
2:30 P.M.	Press preview of new fabrics and colors for Holiday, Resort, Spring, Summer 1962 in cottons, knits, stretches, wools, blends, for ready-to-wear and retail markets. (Refreshments.) Showings Aug., 1, 2, 3, at 2:30 P.M. By ticket only. Contact: Julie Buddy, OX. 5-1200.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 1	GIMBELS' RELEASE DATE--Back-To-School fashions. (No Show.)		
August 2	MACY'S RELEASE DATE--Back-To-School fashions. (No Show.)		
August 4	BLOOMINGDALE'S RELEASE DATE--College and Career fashions. (No Show.) (College shop will open on August 7.)		
August 11	OHRBACH'S RELEASE DATE--Finezza imported shoe collection.		
Thursday August 17 9:30 A.M. Coffee	PRESS PREVIEW: BACK-TO-SCHOOL COLLECTION Ohrbach's will present their back-to-school collection to the press. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	6TH FLOOR
August 18	SAKS FIFTH AVENUE RELEASE DATE--Helen Lee's children's fashions. (No Show.)		
August 21	ITALIAN PICTURE RELEASE DATE.		
August 23	MACY'S RELEASE DATE--Ready-to-wear import collection.		
Thursday August 24 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
August 29	PARIS PICTURE RELEASE DATE.		
Thursday August 31 11:30 A.M.	PRESS PREVIEW: CUSTOM-ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order collection, designed by Leslie Morris. (For release, Tues., Sept. 5.) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 4	LABOR DAY (Monday).		
Sept. 5	BERGDORF GOODMAN'S RELEASE DATE--Custom Order. Preview Aug. 31 (See above)		
Tuesday Sept. 5 1:00 P.M. Luncheon	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. (Release date, Sept. 8.) By invitation. Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 6	MACY'S RELEASE DATE--Imported accessories. (No Show.)		
Wednesday Sept. 6 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Press preview of Stern's imports and adaptations. By invitation. (Release date - Thurs., Sept. 7.) Publicity: Mildred Collins, IO. 5-7960.	STERN'S	3RD FLOOR
Sept. 7	OPENING DAY OF PUBLIC SCHOOLS IN NEW YORK CITY.		
Sept. 8	MACY'S RELEASE DATE--Import fashions. Preview, Sept. 5. (See above.)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 7 12:30 P.M. Luncheon	AMERICAN & IMPORTED READY-TO-WEAR FASHIONS Macy's "made-in" collection of ready-to-wear from Europe during luncheon; also fashions by leading American designers. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA GRAND BALLROOM
Friday Sept. 8 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Fall-Winter import collection of Bergdorf Goodman will be previewed for the press. (Release date, Mon., Sept. 11.) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Sept. 11	ROSH HASHONAH (Jewish New Year)--First two days of Holiday: <u>Monday, Sept. 11 and Tuesday, Sept. 12.</u>		
Sept. 11	BERGDORF GOODMAN'S RELEASE--Import Preview Sept. 8. (See above.)		
Sept. 12	SAKS FIFTH AVENUE RELEASE DATE--Import collection. (No Show.)		
Tuesday Sept. 12 3:00 P.M.	OPENING OF CUSTOM- ORDER FASHIONS Chez Ninon will present their Fall-Winter custom-order fashions of French imports to press and customers. By invitation. Contact: PL. 3-6821.	CHEZ NINON, INC.	487 PARK AVENUE SALON
Wednesday Sept. 13 2:30 P.M.	PREVIEW: FALL-WINTER CUSTOM-ORDER FASHIONS Eleanora Garnett will present her Fall-Winter custom-order fashions to press and customers. By invitation. Contact: EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Sept. 14 12:30 P.M. Luncheon	PRESS PREVIEW: PAULETTE'S FALL HATS Reproductions of Paulette's Fall millinery, available exclusively at Saks Fifth Avenue, will be previewed. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Thursday Sept. 14 4:00 P.M. Cocktails	PREVIEW: HOLIDAY, CRUISE AND SPRING FASHIONS White Stag will present Holiday, Cruise and Spring 1961 sportswear fashions at a preview for press and buying offices. Showing at 4:30 P.M. By admission card only. Contact: Ruth Freund, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL TAPESTRY ROOM
Friday Sept. 15 9:00 A.M.& 12:00 Noon	IMPORT FASHION SHOW-- TWO PRESENTATIONS Fall import collection at breakfast and luncheon showings. (More details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Sept. 20	YOM KIPPUR--Jewish Day Of Atonement (Wednesday).		

Week of Oct. 16	OPENING OF SPRING COLLECTIONS The members of the New York Couture Group and Fashion Originators Guild of America will open their Spring collections during the week of Oct. 16. Contact: N.Y. Couture Group, LA. 4-0461; F.O.G.A., CH. 4-6945.	N.Y. COUTURE GROUP; F.O.G.A.	INDIVIDUAL SHOWROOMS
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# 1962

JANUARY	FEBRUARY	MARCH
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OCTOBER	NOVEMBER	DECEMBER
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